



REGISTER
OR
INSURE
VALUABLE MAIL



THIS SIDE OF CARD IS FOR ADDRESS

No 90437

CREDIT CARD

WE have received your order and after figuring up your bill, we find there is a balance due you of THREE cents.

.03 b

CENTS
not more than
ONE DOLLAR

WHEN this card is RETURNED to us by the customer to whom it is issued, it will be accepted as cash for the amount stated above.

IF your goods have not yet arrived, please do not write to us until you have waited at least three days for the package to reach you.

IF it is not convenient for you to use this Credit Card to apply on an order, we will refund in cash or in stamps the balance due, if you will return this card so requesting.

LANE BRYANT, Inc.

38th ST. at FIFTH AVENUE
NEW YORK CITY

THIS PERFIN POSTAL STATIONERY item is from the collection of Mrs. Barbara Kloss, and apparently shows a postal perforator pattern being used to cancel what is in effect a check--for 3¢. The pattern is the LB (L-34) of Lane Bryant of New York. The Perfin was not applied to the postal card to identify it but rather to indicate that the credit slip had been cancelled. (It is possible that the Perfin was used to validate the card, but we tend to believe it was a cancelling device instead.) At least two things about the card deserve noting--beyond the use of the Perfin. A credit slip for 3¢ would be a financial disaster today, considering that it would cost 8¢ to mail the postal card. And please note the line about "do not write to us until you have waited at least three days for the package to reach you." Fast service back in those days.